

City of Seattle Office for Education

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CITY OF SEATTLE

**Voluntary, High-Quality
Universal Prekindergarten Program
Action Plan and Financial Model**

REQUEST FOR PROPOSALS (RFP)

Request for Proposals Information Session Agenda

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- Information Session Process
- RFP Overview Presentation
- Questions

Notes:

1. This is a competitive process with no guarantee of funding.
2. For any instances in which this PowerPoint and the RFP seem to differ, the RFP shall take precedence.

Goals

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- The Seattle City Council unanimously passed the “Preschool for All” Resolution #31478, establishing the Council's goal of making voluntary, high-quality preschool available and affordable to all three- and four-year-old Seattle children.
- The Resolution charged the City’s Office for Education (OFE) with the development of an Action Plan to achieve this goal.

Performance Schedule

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The primary work for this contract will be from January 2014 to April 2014, but the Consultant will need to be available through December 2014.

- Phase I: Action Plan and Financial Model Development – March 21, 2014 (Draft due) and April 14, 2014 (Final draft due)
- Phase II: Presentation of Action Plan and Financial Model – April 14-early June, 2014 (date TBD)
- Phase III: Future Work in 2014 – through end of 2014

Key Terms

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- Voluntary: Parents are able to choose whether they want to access the program or not – not required or mandated.
- Universal: Universally available to all eligible children and families who want to access the program.
- Mixed Delivery Universal Pre-Kindergarten (UPK) Model:
A high-quality program delivered through a variety of providers, including nonprofit, profit and faith-based organizations, licensed child care centers and family child care (FCC) homes, private schools, Early Childhood Education Assistance Program (ECEAP) and Head Start providers, school districts, educational service districts, community and technical colleges, local governments, tribes, and tribal organizations.

Scope of Work: Phase I

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Phase I: Action Plan and Financial Model Development

The Consultant shall develop an Action Plan and Financial Model for the implementation of a voluntary, universally available prekindergarten program (Program) for all children within the city of Seattle.

Scope of Work: Phase I (continued)

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In addition to responding to the required elements, the purpose of the Action Plan is to make recommendations how to most **efficiently** and **cost-effectively** build a **voluntary, high-quality universal** prekindergarten program that achieves positive long-term social/emotional and academic **outcomes** for children, makes the **best use of public resources**, and **incentivizes providers** to develop and deliver **high-quality programs**.

Scope of Work: Phase I

Required Elements

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The Action Plan, at a minimum, must address each of the following areas:

- A. Programmatic Features That Ensure High Quality
 - based on the 2011 State of Washington Recommendations and the National Institute of Early Education Research
- B. Tuition and Tuition Support
- C. Delivery System
- D. Timeline and Phase-In
- E. Capacity Building
- F. Governance and Organizational Structure

Scope of Work: Phase I

Required Elements (continued)

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- G.** Coordination with Current Programs and Funding Sources (including federal, state, and local)
- H.** Financial Models and Funding
 - a dynamic and interactive Financial Model in Excel that covers cost estimates for each option recommended
- I.** Consultation
- J.** Outcomes and Evaluation

Note: The successful applicant will have the benefit of a Gap Analysis report that will be available in January 2014. Information about the Gap Analysis is included in Resolution #31478.

Scope of Work: Phases II and III

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- **Phase II: Submission and Presentation of Final Action Plan and Financial Model**

- April-early June 2014:**

- The Consultant shall work with the Office for Education to refine and revise the Action Plan in advance of presentation to the City Council. The Consultant shall co-present the Action Plan to the City Council and its relevant subcommittees as necessary.

- **Phase III: Future Work in 2014**

- April-December 2014:**

- Through the remainder of the year, the Consultant shall be on call to the Office for Education and City Council to answer questions and support the development of a detailed implementation plan that will address more in-depth issues such as specific assessments and curriculum.

Minimum Qualifications

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- **Consultant must have:**
 - successfully completed at least one contract with a public or private agency with a clientele base of size equal to or larger than the City of Seattle's.
 - at least five years' business experience in early learning programming and implementation, early learning research, or early learning policy development.
- **Consultant (or sub-consultant) must have:**
 - prior experience producing interactive financial models.
 - at least one example of other universal preschool plans or similar early learning plans they have developed or worked on.
 - knowledge of and familiarity with evidence-based preschool program standards, curriculum, assessments, quality assurance, and professional development.

Desired Qualifications

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- **Consultant (or sub-consultant) must have:**
 - expertise working on a project of similar size, scope, and budget.
 - someone on the team performing this work who has experience and knowledge of the Seattle early learning community including the geography, demographics, social, political, cultural and linguistic context, and the organizations that work in the early learning field.
 - experience and knowledge of federal, state, or local early learning systems, and in issues specific to various elements of the early learning system (e.g., licensing, subsidies, program standards).

Desired Qualifications (continued)

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- **Consultant (or sub-consultant) must have:**
 - expertise designing interactive and dynamic financial modeling programs and costing out large-scale programs of this nature.
 - experience designing or working with a “mixed delivery” UPK model.

Response Materials

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1. Letter of Interest (optional)
2. Proof of Legal Name
3. Minimum Qualifications – 2 pages maximum
4. Consultant Questionnaire (embedded form)
5. Proposal Response – 25 pages maximum. See next slide.
6. Cost Proposal (embedded Excel form). The maximum allowable cost for this work is \$250,000.
7. Ethnic and Community Stakeholder Outreach Plan (embedded form) – 2 pages maximum
8. Prior Work Samples
9. Professional References

Proposal Response

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- **Item 5A: Proposed Delivery of Services**
 - Please detail your analytical and professional approach to all the deliverables requested in this RFP. This document should summarize your proposed work plan, in a comprehensive, but concise, manner. Partial proposals will not be accepted.
- **Item 5B: Project Work Plan**
 - Be specific about tasks and subtasks proposed to accomplish the scope of work and who will accomplish them.
- **Item 5C: Desired Qualifications**
 - Please detail how you relate to each of the desired qualifications listed in Section 5 – Desired Qualifications. Be specific about which qualifications you meet and which you will work with partners or subcontractors to achieve.

Proposal Response Continued

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- **Item 5D: Team Composition and Competencies**
 - Include a document listing all assigned staff and their experiences and expertise that related to this project. Preferred consultant will be able to demonstrate significant use of subject matter experts. Please also include a list of all proposed partners and subcontractors, their experience, and what roles they will play.
- **Item 5E: Proposed Communications and Reporting Protocols**
 - Include a description of how you would communicate the project status throughout the development of the Action Plan and Financial Model to various City audiences and in what format(s). Please list the name/s of the main point of contact for each part of the project.
- **Item 5F: Availability Statement**
 - Statement indicating availability to work with the Office for Education and City Council on an as-needed basis through the end of 2014.

Instructions to Respondents

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Responses to each section must be in this format:

- 8½" x 11" paper, size 11 font, 1-inch margins
- 25 pages maximum for Proposal Response document; 2 pages maximum for Minimum Qualifications and Ethnic and Community Early Childhood Stakeholder Outreach Plan
- Typed or word-processed, double-sided, and page numbered
- All attachments **must** be stapled together

You will submit files only in MS Word or Adobe PDF or Excel. The 25-page maximum Proposal Response (Items 5A-5F) must be submitted as one file. The Cost Proposal (Item 6) must be submitted in Excel.

Submit 6 paper copies to OFE **AND** an **electronic copy** to upk@seattle.gov by **4:30 pm on Wednesday, November 27, 2013**.

Naming conventions for the electronic files AND your email subject heading:

- File: [ConsultantName]_UPK_RFP_Item #_Item Name
 - Example: StarConsulting_UPK_RFP_1_Letter of Interest
- Email Subject Heading: [ConsultantName]_UPK_RFP
 - Example: StarConsulting_UPK_RFP

Evaluation Process

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- **Part I: Initial Screening**
 - Review of Legal Name, Minimum Qualifications, and Consultant Questionnaire
- **Part II: Proposal Evaluation**
 - Evaluation of Proposal Response, Cost Proposal, Outreach Plan, Prior Work Samples, Professional References
 - Rating criteria and points for each section table included in RFP
- RFP Interviews, if needed, expected to occur on December 16-17, 2013 at the Office for Education.
- References may be contacted.
- Decision issued December 23, 2013.
- Contract negotiations would be completed by the first week of January 2014.

Information Regarding Questions

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- Applicant questions after the RFP information session must be sent via email. No phone calls, please.
- Please email questions to Sonja Griffin at upk@seattle.gov.
- Within 3 business days, we will post answers online to questions asked at this session and via email.
- OFE will continue to accept questions until Wednesday, November 20, 2013.
- Access Questions & Answers online:
<http://www.seattle.gov/neighborhoods/education/funding.htm>

Future Steps for Successful Applicant

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In addition to the response package, the successful applicant will need to prepare the following prior to the contract execution date:

- Seattle Business License
- State of Washington Business License
- Registration into the City's Registration System (<http://www2.seattle.gov/ConsultantRegistration/>)
- Certificate of Insurance (Specific requirements included in Section 12, Attachments)
- Taxpayer Identification Number and W-9 (if not already submitted to the City)

More information about these items is included in Section 11, Procedures and Requirements.

Key Reminders

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- Follow the required response format
- Submit 6 paper copies and an electronic file to upk@seattle.gov
- Questions must be emailed to Sonja Griffin upk@seattle.gov by Wednesday, November 20, 2013
- Proposals are due by 4:30 p.m., Wednesday, November 27, 2013
- If interviews are conducted, they will occur on December 16-17, 2013
- Ensure the person designated on the Consultant Questionnaire can be reached at the phone number and e-mail address listed
- Become familiar with reference links in Section 13
- Become familiar with the City's Procedures and Requirements (Section 11) and Contract boilerplates & insurance requirements (Section 12, Attachments)